Master´s Thesis Evaluation by the Opponent

Title of the Master´s Thesis:

Purchase Involvement in Consumer Decision Making: How University Students Buy Low- and High-Risk Products

Author of the Master´s Thesis:

Bc. Denisa Valsová, BA

Goals of the Master´s Thesis:

To map decision-making processes behind purchasing cinema tickets and smartphones.

Evaluation:

	Criteria	Description	Max. points	Points
Content 70%	Output Quality	The thesis is well-grounded in theoretical models of consumer behavior and provides valuable insights through methodologically well-designed analysis.	20	20
	Goals	Goals are clearly stated and successfully achieved.	10	10
	Methodology:	The thesis is methodologically firm, yet there are some minor issues regarding, in particular, the sampling methods: The sampling for data collection in quantitative research is biased and non-representative. The sampling for data collection in qualitative research recognizes different segments regarding smartphones (Apple versus Android phones), but makes no such distinction regarding moviegoers (e. g. those who prefer multiplex cinemas and those who prefer arthouse cinemas, or fans of various genres), p. 37. Also, it is unclear why the author uses extensively a Czech elementary textbook on methodology published in Czech (p. 34–36) while writing a thesis in English and while there is abundance of methodological publications on qualitative research available in English (such as those written by David Silverman).	20	16
	Theory/ Conceptualization:	The thesis is firmly based in prominent theoretical perspectives of consumer behavior.	20	20
Formal requirements 15%	Structure:	The thesis is well-organized and structured.	3	3
	Terminology:	The thesis is excellent regarding language use and terminology.	4	4
	Formalities:	I have not registered any formal issues.	4	4
	Citing:	I have not registered any citing issues.	4	4

Delivery 15 %	Presentation document:	Is the presentation itself structured in a clear way? Is it appealing and easy to follow? Does it convey the message efficiently?	5	
	Presentation skills:	Are you conveying the message efficiently and timely? Do you use appropriate words, speed, tone of voice, gestures, movement etc. to express your thoughts in a clear manner?	5	
	Argumentation:	Are you able to readily and briskly react to questions or comments? Are you able to explain unclear parts and connect comments to relevant places in your presentation or parts of particular analyses? How well are you able to defend to your ideas and recommendations?	5	
			100	0

Other comments:

The claim that "the cinema and movie industry has been struggling in recent years" (p. 59) is inaccurate, especially in the Czech context. See e.g. the numbers of film admissions in 2016 and 2017 at http://www.ufd.cz/prehledy-statistiky . These numbers are in fact the highest since 1993.
Also, the two products that are the focus of the study differ in so many respects that they are very hard to compare. For example, there is nothing in the context of cinema really comparable to the position of the Apple brand on the smartphone market. The author should defend her choice of products in detail in the course of the defense of her thesis.

Questions or comments to be discussed during the thesis defence:

See "Other comments" section.

The name of the **Opponent**:

Mgr. Jan Hanzlík, Ph.D.

The employer of the **Opponent**:

Department of Arts Management, University of Economics in Prague

Date 11. 6. 2018

Signature of the Supervisor: